

Macy's

R. H. Macy & Co.'s Attractions Are Their Low Prices.
Herald Square N.Y. 34th to 35th St.

Graceful GOWNS in Supple New SILKS and CREPES

COLORS subdued yet brilliant, fabrics soft, clinging, but richly effective, give to the new Gowns an artistic quality most alluring.

Third Floor, Gown Sales.

Egyptian green charmeuse—heavily embroidered in silver thread—makes a superb Evening Gown, with Empire waist of color and lace veiling its deep beaded and silver embroidered girdle. Oriental designs in silver thread adorn the draped skirt and a wide border finishes the square train. Priced \$139.00.

Models advertised are in stock in sizes 34 to 42.



Afternoon Gowns of Brocade Crepe de Chine \$52.75

Illustrated. Note the new tunic and its graceful lines, which the soft full flounces of tulle so prettily finish.

Vest and tunic are of fine cream net over a waistcoat of brocade satin and a nosegay in contrasting color is half veiled by its folds. Silk trims this very effective Gown, which is fashioned of a superior quality satin brocade crepe de chine in shades of

Taupe, wistaria, blue and black.

Draped Dresses of Crepe de Chine, \$29.75

A very wide girdle of moire ribbon finished at the front with a Japanese bow is a notable feature of this model. The surplice bodice opens over a wide vest of white tulle, and frills of white chiffon afford a charming finish. The skirt draped to the front in Oriental fashion is trimmed with tiny buttons.

In black, brown, navy, taupe, wistaria and Copenhagen.

Afternoon Dresses of Silk Crinkled Crepe, \$24.74

Very simple but effective model with collar and vest of delicate shadow lace over net. The bodice on kimono lines has long sleeves, lace frilled, and the skirt is prettily draped at the side-front and back.

In taupe, wistaria and Copenhagen.

HERE Are AUTUMN'S Smartest BLOUSE Novelties

THE "Blouse transparent" is the mode of the moment, and fashioned of delicate nets, clinging chiffons and diaphanous laces, reflects the genius of the greatest Paris designers in its artistic lines.

Third Floor, 34th St.

Autumn importations include many charming Blouses in colored nets, in tones matching the fabrics favored for Tailored Suits. A Blouse of brown net, over a foundation of white satin—has a deep centre and outstanding peplum of bronze-gold lace; vivid enameled green ribbon, gold-edged, adds a striking note of color. Priced \$36.50.

The "Boy Scout" Blouse—Imported Model, \$27.50

Illustrated. This military Blouse, in khaki colored crepe de chine, has tie and collar of violet satin and gun metal buttons.

The "Boy Scout" Blouse—Macy's Copy, \$6.94

The smart lines of the original model have been perfectly reproduced in these Blouses of fine crepe de chine colors. White with black. Navy with white. Khaki color with violet.

Black Chiffon Costume Blouses, \$8.94

A soft, draped model with yoke and puffed sleeves in one piece and full bodice effect. Medial full, collar, belt and sleeve ruffles of Vandyke edged net. White net foundation.



Smart Blouses of Crepe de Chine, \$4.96

Three new models in white and navy crepe de chine of excellent quality. These have the new low collars, long sleeves and picturesque yoke effects; trimmed with covered or pearl head buttons.

Tailored Waists of Skinner's Satin, \$4.96

In this heavy, serviceable satin of lustrous finish and superior wearing qualities. Waists with ribbon plaits at shoulders, wide hemstitched collar and long sleeves. Navy blue or black.

Remarkable Prices for PARADISE and OSTRICH

In view of the new law prohibiting the importation of Paradise Feathers after October, this sale is of unusual interest.

Second Floor, 34th St.

\$25.00 Bird of Paradise, \$19.89
Illustrated. Large bird effect, in black or beautiful natural colorings; with head perfectly mounted and 30 long graceful strands.

\$17.50 Paradise "Fountain" Effect \$13.89

In natural or black, a very effective trimming, consisting of 38 perfect strands in high full fountain shape.

\$9.00 Ostrich Plume Trimming, \$5.94
One of the best values ever offered in fine quality Ostrich. A complete trimming for a Dress Hat. This is 42 inches long and is made of a long, soft Ostrich Plume to encircle the crown. Finished with a heavy drooping plume. Black, white, pale blue, taupe, purple, tango, brown.

Women's "Marchioness" Silk UNDERWEAR
Give the name "Marchioness" only to such merchandise as we consider the some of perfection in its class, and we control it then absolutely. It is never permitted to deteriorate; it is standard. The sale therefore is told when we say that the following are "Marchioness." Many who read this know "Marchioness" silk underwear by test. To such this is only a reminder; to others, a suggestion by which they may benefit.

"Marchioness" Silk Vests, \$1.39
White, pink or light blue, finished with crocheted top.

"Marchioness" Silk Vests, \$1.79
Embroidered in dainty designs. White, pink or light blue, crocheted top.

"Marchioness" Silk Union Suits, \$3.49

French band top; light knee.

"Marchioness" Silk Vests, \$2.19

French band top. Embroidered. White, pink, light blue.

"Marchioness" Silk Union Suits, \$3.24

Crocheted top; light knee; in white only.

12,000 Pairs of Women's Gloves A Special Sale; Important Savings

CLOVES of the best French, German and American makes. Gloves of the most dependable, serviceable leathers. Gloves in every fashionable color, and in styles ranging from a one-button walking Glove to a 16-button length mousquetaire. Every pair perfect and up to the Macy standard of quality. Prices in every instance mean substantial savings.

The prices range from 59c. for Imported Glace Kid Gloves up to \$1.94 for French Kid Mousquetaires, in 16-button length, white only. Plenty of intermediate prices, with a saving at each price.

Main Floor, Broadway.

Important Sale of Domestic Rugs Decidedly Interesting Economies

HIGH grade Rug manufacturers have been vying among themselves in very keen competition as to which one would produce a Wilton Rug most closely resembling in texture, design, color and weave, the Oriental Rug.

The failures we pass over. There was one pronounced success. A few days ago we succeeded in acquiring this mill's entire remaining stock. These Rugs bear a name that enjoys a national reputation. The product has been widely advertised and is famous for color tones and for the

following are quotations of sizes and prices at which we would have to sell these Rugs, had we bought a lot of ordinary size, and in the ordinary way, compared with the special sale prices. Bear in mind that Macy's usual prices are always lower than the standard prices of these Rugs in effect throughout the country.

Size.	Macy's Usual Price Would Be.	Sale Price.	Size.	Macy's Usual Price Would Be.	Sale Price.
27 in. x 54 in.	\$6.24	\$4.74	2 ft. 3 in. x 9 ft.	\$11.48	\$9.74
6 ft. x 9 ft.	\$30.50	\$23.48	2 ft. 3 in. x 12 ft.	\$15.24	\$11.48
8 ft. 3 in. x 10 ft. 6 in.	\$44.75	\$32.50	2 ft. 3 in. x 15 ft.	\$18.89	\$14.48
9 ft. x 12 ft.	\$48.75	\$34.75	3 ft. x 9 ft.	\$15.48	\$11.48
9 ft. x 15 ft.	\$68.75	\$54.50	3 ft. x 12 ft.	\$20.24	\$15.74
10 ft. 6 in. x 13 ft. 6 in.	\$78.50	\$65.50	3 ft. x 15 ft.	\$25.25	\$18.89
10 ft. 6 in. x 15 ft.	\$98.75	\$84.50			

We have omitted specific mention of several sizes of which there are only small quantities.

Seamless Tapestry Brussels Rugs, 6 ft. x 9 ft., \$6.48

Exceptionally well made. Colorings are especially clear and designs beautiful. The highest grade Tapestry Brussels, strictly all-wool yarn. Mainly patterns just brought out for the Fall season.

RUGS, 7 ft. 6 in. x 9 ft., \$8.14 RUGS, 8 ft. 3 in. x 10 ft. 6 in., \$10.48 RUGS, 9 ft. x 12 ft., \$12.74

RUGS, 10 ft. 6 in. x 13 ft. 6 in., \$17.89

Seamless Velvet Rugs, 8 ft. 3 in. x 10 ft. 6 in., \$19.74

RUGS, 9 ft. x 12 ft., \$22.48 RUGS, 11 ft. 3 in. x 12 ft., \$29.50

Inlaid Linoleum Square Yards, 79c

A fine assortment including a dozen wide range of colors and effects. Two yards wide. FIGURED CORK LINOLEUM, not quite perfect, but an exceptional value at 44c. PER SQUARE YARD. If perfect the price would be 50c.

Body Brussels Carpet, Special at (yd.), \$1.59

Twenty-five patterns never before shown in our stock. Made to give unusually long and satisfactory service. Oriental and Persian effects. Small and medium sized figures. Several designs patterned specially adapted for bedrooms. Some with borders to match.

Wool Velvet Carpets for Halls and Stairs (yd.), \$1.04 to \$1.14

Principally consisting of the much wanted combinations of brown, tan and green. Also a number of two-tone reds, browns, green and Oriental designs. Made to withstand the hard wear of hall and stairs.

WOMEN'S SILK HOSE VERY SPECIAL AT (pair) 94c

If any Silk Stocking for women was ever produced that bettered this one at the price we have never seen it. There is no need for any woman to wear a costlier Silk Stocking on any occasion, although for those who must have the finest extant we have them up to \$9.50 a pair.

These are INGRAIN SILK. Extra fine mercerized garter tops, soles and heels; in fact, reinforced wherever the wear comes. Exceptionally heavy-weight Silk Stocks, in black only, at 94c.

\$4.00 HATS OF BLACK VELVET, \$2.97

Soft, prettily draped Hats made of an excellent grade of black silk velvet. In 20 new and charming shapes, including the latest Paris effects. These are especially smart in style and because of their soft lines require but little trimming.

When shapes and materials are purchased here, our expert will dress and trim your Hat without additional charge.

LINING SATINS—Strong & Serviceable—at SAVINGS

COMplete assortments of Satins, Sateens, Peralines, Canvas, and all popular Lining Fabrics are now displayed in a New Department, Second Floor, Broadway.

Included in this very comprehensive stock are all staple lines and the brands widely advertised.

Brocade Satin for Coat Linings, was \$1.19—98c

Flowered scroll design in this very strong cotton-back Satin, which will give two seasons' wear. Width 36 inches. In all wanted colors, including:

White, Pink, Cream, Grey, Bisquit, Burnt Orange, Copenhagen, Cerise, Gold, Jasper, Emerald, King's Blue.

Yard-Wide Lining Satin—Silk Face—59c

Stout cotton back; strong and durable quality. Will give two seasons' wear. Colors include:

Pearl, Steel, White, Cream, Dark Grey, Tan, Gold, Old Rose, Garnet, Castor, Sky, Navy, Wistaria and Black.

Extra Heavy Lining Satin (yd.), \$1.19

Width 36 inches. Plain color, heavy cotton back, making an exceptionally strong lining. This is one of the best qualities made by a leading manufacturer. Will give two seasons' wear. All staple shades.

Medium-Weight Lining Satin (yd.), 89c

Width 36 inches. Lustrous satin face and strong cotton back. Will wear for two seasons. In twenty wanted colors. The manufacturer's advertised price for this grade is \$1.00 a yard.

DRESS FABRIC Novelties In SILK-AND-COTTON

A NEW Department specially devoted to these Fabrics, which are now so much in demand.

Many effective new weaves are now shown in the popular silk-and-cotton materials, which so closely resemble the pure silk and silk-and-wool fabrics.

Macy's displays a most complete assortment of Silk-and-Cotton Mulls, Crepes, Tussahs, Ratine Broches, &c., at "Lowest-in-the-City" prices.

Broche Matelasse, for Coats and Dresses, \$1.29

Copied from imported fabrics at triple this price. This beautiful 38-inch matelasse is in rich and effective patterns, in blue, brown, rose, wistaria, navy and cream. Very effectively woven.

Ratine Crepe, a yard, 79c

Width 36 inches. Lustrous in finish and of excellent weight, sufficiently supple to use for draped dresses. In the popular colorings.

Corded Silk Poplin, a yard, 66c

Width 36 inches. A finely woven fabric, with even, round cord, close and firm, silk finish. In a large variety of shades.

THE MERCHANDISE ADVERTISED here is but a little of the many values awaiting you to-morrow. To get the best choice it is suggested that you come early.

THERE ARE ALWAYS more UN-advertised than advertised special values throughout the Store. Frequently the GREATEST values are in assortments too small to advertise.

Men's ALL-Wool Underwear UNSHRINKABLE, \$2.98

THE FAMOUS "PESCOT" BRAND, made in Scotland expressly for R. H. Macy & Co., and for which we are New York Agents. Note very particularly that these garments are absolutely ALL-wool and that they are unshrinkable. When these two things are said with regard to Woolen Underwear the acme of praise has been given. No matter how many launderings, these garments will not shrink.

SHIRTS, Fall and Winter weights, full regular made, sizes and proportions for both stout and slender men, men of medium physique, men both tall and otherwise. White and natural color. Sizes 34 to 42, inclusive, at the price above quoted—\$2.98. For each additional size beyond 42, 15c is added.

DRAWERS, at \$2.98 the garment, from sizes 30 to 40, inclusive. For each additional size after 40, 15c additional per garment. We carry in stock sizes up to 50. A man who has not worn "PESCOT" Underwear has something to learn with regard to Underwear comfort and protection.

Main Floor, Centre.

BULBS FOR FALL PLANTING

An excellent variety of the finest Bulbs, each one perfect and in good condition. All extra large, and only just off the boat from Holland.

Hyacinths—all colors, doz., 40c to \$1.39

Tulips—all colors, doz., 24c to 69c

Creoscus—white, blue, yellow and striped, doz., 10c to 14c

Narcissus—yellow and white, doz., 10c to 39c

Beston Ferns—fine healthy plants; each, \$1.59 to \$2.89

Palms—large and strong, \$1.49

Rubber Plants—large, \$1.00

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Hudson SEAL Coats (Dyed-Muskrat) Special \$98.75

Macy's usual price for these Coats is \$129.00, and they compare favorably with those sold elsewhere for \$150.00.

Hudson Seal—(dyed muskrat)—is to be one of the season's most fashionable furs—and in the model illustrated—may be had with Robespierre collar of the same fur or with collars of

Ermine, Scotch Mole, German Fitch or Natural Skunk of superior quality.

These Coats, cut on straight slender lines, are 45 inches long, made of selected, well-matched pelts and lined with soft, serviceable charmeuse satin.

Women's sizes—34 to 40 bust. Misses' sizes—14, 16 and 18 years.

Black or Natural Red Fox Sels, \$24.74

Two styles—with half barrel or novelty shape muffs and smart new animal scarf effects. Full, silky skins of prime quality; lined with soft silks.

Imported and domestic Fur Garments in the Macy collection, Third Floor, Broadway, include full-length coats of Alaska Seal at \$1,274.00, 45-inch coats of Mink at \$1,174.00, handsome Coats of Broadtail and caracul, and many new models in Scotch Molekin Wraps and Coats at \$59.00 down to \$169.00.



Men's Hand-Embroidered HANDKERCHIEFS at Savings

WE have just received from abroad an assortment that for variety of style, fineness of linen and quality of Irish needlework cannot be approached elsewhere in New York at Macy prices.

Main Floor, Centre.

Hand-worked Medallion Initial Handkerchiefs, ea. 74c

Two styles. Heavy quality, very sheer. Clustered corded effect.

Hand-embroidered Wide-hem Handkerchiefs, (ea.) 49c

With the new and very popular elongated initial. Made on fine sheer linen, with a touch of pink, blue or lavender.

Extra Large Linen Initial Handkerchiefs, (ea.) 49c

Strong, durable quality. Hand-embroidered block letters.

"Old English" Initial Handkerchiefs, (Six) \$2.49

Large size linen, and neatly hand-worked.

Extra Large 30c Handkerchiefs, (each) 19c

With choice of 1/2 in., 1 in., and 1 1/2 in. hems. Pure Irish linen.

"Longfellow" Initial Linen Handkerchiefs, (Six) \$2.49

Hand-embroidered on a very fine quality of white sheer Irish linen. Assort initial, in Copenhagen, tan and helio.

Women's Initial Handkerchiefs, (Six) 84c

A very special offering of fine Irish linen handkerchiefs, each bearing a fine hand-embroidered block initial surrounded by an elaborate floral bow-knot design. Made of strong, pure, and durable Irish linen.

LACE CURTAINS—Macy's Is Showing Latest ARRIVALS

DURING THE PAST TEN DAYS something more than 2,000 pairs of Lace Curtains have been received from various Foreign makers. They represent the highest type of workmanship and quality. The greatest selection of patterns and styles at a greater variety of prices than we have shown in any previous season that we can recollect. Macy's prices are "Lowest-in-the-City" as usual; the saving in some instances is truly remarkable. From this exceptionally extensive stock may be selected Curtains to harmonize with the furnishing of any room in Town or City apartment or house.

Fourth Floor, Rear.

Marie Antoinette Lace Curtains, \$3.49

Hand-made in France. White or Arabian color. Length 2 1/2 yards, for sill length Curtains. Three yard Curtains, \$4.74, \$6.24, \$6.49, \$6.74 and up to \$16.49. Curtains, 3 1/2 yards long, \$6.98, \$9.49, \$12.74 and up to \$19.74.

Marie Antoinette Lace Curtains, \$4.96

Same as the above, three yards long, for what are known as "full length" Curtains. Other Curtains a little finer at \$5.24, \$5.49, \$6.49 and up to \$14.74 per pair.

Extra length Curtains, 3 1/2 yards, at \$6.74, \$7.74, \$9.49 and \$16.74.

Irish Point Lace Curtains \$3.69

Made in Switzerland; 3 yards long, in handsome designs and beautifully finished. A little finer grade at \$3.96, \$4.49, \$4.96 and up to \$10.49 per pair.

SHOWN for the FIRST TIME in AMERICA

An entirely new line of Scrim Curtains and panels. We are the only Store to show these handsome new braided Scrim Curtains. They are intended for use in rooms which require Curtains of good quality and handsome appearance, though low in price. The designs are the same as have been very popular on net, but on a scrim they are much handsomer and more effective. As you know, Scrim Curtains seem to filter all the harshness out of the light and diffuse a soft radiance throughout a room.

CURTAINS, 2 1/2 yards long \$2.24, \$2.89, \$3.24, to \$3.96

PANELS, 2 1/2 yards long (each) \$2.24 and \$2.97

Of the above you may choose between white and Arabian color.

SALE of Fine COTTON Sheets and PILLOW CASES

EVERY piece in this remarkable sale is clean and fresh from the mills, laundered and hemmed ready for use. The range of sizes is such as cannot be found elsewhere, and the prices are far below those charged by other stores for goods of equal quality. No "seconds," odd lots, or slow-selling sizes are included. Sizes given are before hemming except "Fruit of the Loom," which is in finished sizes.

Size of Sheets in inches	"Fruit of the Loom" Hemmed	"Fruit of the Loom" Hemmed	"Fruit of the Loom" Hemmed	Extra Quality Hemmed	Extra Quality Hemmed
54x90	44c	49c	59c	79c	89c
63x90	49c	59c	69c	89c	99c
63x99	54c	64c	74c	94c	1.07
72x90	59c	69c	79c	99c	1.19
72x99	64c	74c	84c	1.07	1.26
72x108	69c	79c	89c	1.13	1.26
81x90	79c	89c	99c	1.13	1.26
81x99	84c	94c	1.04	1.23	1.36
81x108	89c	99c	1.09	1.23	1.36
90x90	94c	1.04	1.14	1.23	1.36